



**PORSCHE**

**PORSCHE JAPAN KK**

**Declaration of consent**

**By checking the relevant box during the registration process for your Porsche ID user account or on My Porsche, you grant the following consent:**

**I hereby consent to the transfer and use of my data stored in information systems of Porsche Japan KK ("Porsche Japan") to and by Porsche Japan and authorized dealers selected by me as controllers in their own right for the purpose of interest-driven individual care, conducting surveys regarding my satisfaction, information regarding my vehicle, and for vehicle-related services. The data in question are as follows: master data (such as my username (Porsche ID), name, elements of name, and contact information), vehicle data, information about transactions, active online services, and, where applicable, information voluntarily provided by me regarding company contact data, my date of birth and license plate number, and information on interests and preferences (for detailed information on this, please see Sec. 4.1 and 6 of the "General Data Protection and Privacy Statement for My Porsche and the Porsche Connect Store" and Sec. 2 of the Specific Data Protection and Privacy Statement for My Porsche Services and Porsche Connect Services).**

Porsche Japan KK  
29F Toranomon Hills Mori Tower  
1-23-1, Toranomon, Minato-ku, Tokyo 105-6329  
Tokyo

Last updated 6 December, 2018



PORSCHE

## General Data Protection and Privacy Statement My Porsche and Porsche Connect Store

We, **Porsche Japan KK** (hereinafter “we” or “Porsche Japan”), are pleased that you are visiting our website and pleased about your interest in our company and our products. Protecting your privacy when processing data is important to us. We take protecting your personal data and handling them confidentially very seriously. Collection and use of your personal data take place exclusively within the scope of the statutory provisions of the Act of Personal Information Protection. This data protection and privacy statement provides you with information on which personal data we collect, process, and use within the scope of your use of My Porsche, our Porsche Connect store, and the Porsche Connect services (hereinafter “Porsche Digital Service Infrastructure”) and for what purpose this occurs.

### 1. Controller and data protection officer; contact information

The controller within the meaning of data protection and privacy laws is:

Porsche Japan KK  
29F Toranomon Hills Mori Tower  
1-23-1, Toranomon, Minato-ku, Tokyo 105-6329  
Tokyo

If you have questions or suggestions regarding data protection and privacy, please feel free to contact us by e-mail at [connect@jp.porsche.com](mailto:connect@jp.porsche.com) or contact the data protection officer at the address shown below or the above e-mail address.

Porsche Japan KK  
29F Toranomon Hills Mori Tower  
1-23-1, Toranomon, Minato-ku, Tokyo 105-6329  
Tokyo

### 2. Subject matter of data protection

The subject matter of data protection is personal data. This means any information concerning an identified or identifiable individual (the data subject). This includes information such as the person’s name, mailing address, e-mail address, and phone number, but also information that necessarily arises during and as a result of the use of My Porsche, our Porsche Connect store, and the Porsche Digital Service Infrastructure, such as information on the start, end, and scope of the use of our website and login information.

### 3. Use of our website (purposes of processing and legal bases)

Even if you use our website without logging in, data will be or may be collected. The text below provides an overview of the different types of collection and processing of data and the respective purposes of processing and legal bases.

#### 3.1 Automated data collection

When you access our website, your Internet browser automatically transfers data for technical reasons. The following data are stored separately from other data that you may transmit to us:

- date and time of access
- duration of the visit to our website
- type of Web browser / Web browser version
- operating system used
- the pages you visit on our website
- volume of data transmitted
- nature of event
- IP address

These data are stored for 13 months to ensure technical operation and are not associated with a specific person except when prompted by certain events. The legal basis for this is the fulfillment of our legal obligations in the area of data security and our legitimate interest in eliminating disruptions and guaranteeing the security of our offerings.

These data are also – without being associated with a specific person – processed for analytical purposes. For further information on this, see Sec. 3.3 below.

#### 3.2 Cookies

We store “cookies” in order to offer you an extensive range of features and enhance the comfort and convenience of using our Web pages. “Cookies” are small files stored on your computer using your Internet browser. If you do not wish cookies to be used, you can prevent them from being stored on your computer by adjusting your Internet browser accordingly. Please note that this may limit the functionality and range of features available through our website. For detailed information on cookies, please see our Porsche Connect Cookie Policy.

We use cookies to process information regarding our users in order to fulfill the contract with our users and based on our legitimate interest in the user-friendly and secure provision of our Web pages.

#### 3.3 Google Analytics

Porsche Japan uses Google Analytics, a Web analytics service of Google Inc. (“Google”). Google Analytics uses “cookies,” text files that are stored on your computer and enable analysis of your use of the website. The information regarding your use of this website that is generated by the cookie (including your truncated IP address) is transferred to a Google server in the United States and stored there. Google will use this information to analyze your use of the website, compile reports on website activity for us, and perform further services associated with website use and Internet use. Google may also transmit this information to third parties where required by law or to the extent that third parties process these data on behalf of Google.

**You can deactivate Google Analytics using a browser add-on if you do not wish the website analysis to take place. You can download the add-on here:**

<http://tools.google.com/dlpage/gaoptout?hl=de>.

The legal basis for the processing of your data in connection with Google Analytics is our legitimate interest in analyzing the use behavior of visitors to our website.

#### **4. Registering for your Porsche ID user account**

When you register for and use My Porsche, the Porsche Connect store, and the Porsche Digital Service Infrastructure, personal data are collected, processed, and used, and may be transmitted to third parties as described below, in order to provide you with all services with regard to My Porsche, the Porsche Connect store, and the Porsche Digital Service Infrastructure and to fulfill our contractual obligations that exist in this context. We perform all of the data processing described in this section either - to the extent indicated - based on your consent or to fulfill our contract with you.

##### **4.1 Registration process**

To use My Porsche, registration on the Porsche infrastructure is required. Registration can take place in two ways, and you are free to choose the method of registration:

###### **1. Invitation to register from authorized dealer**

If you wish, your authorized dealer will enter the data you have communicated to the dealer for you via the dealer's access to our systems. In this case, you will then receive, for example, a link sent by e-mail via which you are required to confirm your registration. Please note that the authorized dealers are independent companies, and we have no influence over them. A second feature will be used for additional verification. One example is a code sent via text message that you then enter in My Porsche.

###### **2. Self-registration**

In the event that registration has not taken place via an authorized dealer, you can register yourself and enter your data on your own. In selected countries, you can also add a vehicle and use additional digital services that require vehicle ownership. To do this, you will also have to upload a copy of an identification document and proof of ownership and – if you are not the owner of the vehicle – a power of attorney from the vehicle owner after entering your vehicle identification number. These documents will be reviewed based on our verification criteria. As proof of successful verification, we will also store the names, dates of birth, places of birth, addresses, and validity information of the documents shown in the respective identification documents and the vehicle identification numbers, owner names, and addresses shown in the ownership documentation. After the verification process is complete, the copies of the documents will be deleted. Following successful verification, you will receive, for example, a link sent by e-mail via which you are required to confirm your registration. A second feature will be used for additional verification. One example is a code sent via text message that you then enter in My Porsche.

###### **(a) Required information during registration**

When you register on My Porsche, you will be required – in case of self-registration – to enter your e-mail address (Porsche ID), a password, your name and any titles and suffixes, contact and address information, mobile phone number, e-mail address, and, where applicable, the language in which you wish to communicate with us or – in case of registration through an authorized dealer – to confirm this information in My Porsche. This information is necessary in order to set up and manage a Porsche ID user account for you so that you can use the full range of services and functions offered by My Porsche and the Porsche Connect store. In selected countries, you can also use our offerings as a potential customer. In this case, you are only required to state your name, e-mail address, and a password. We need this information – and, where applicable, further information – not least in order to be able to respond to requests, questions, and criticism.

We also store the time of your last login.

During registration, we will perform a plausibility check of your name and address information.

###### **(b) Voluntary information during registration**

Within the scope of your registration, you will also have the opportunity to enter additional voluntary information, such as additional name information (e.g. academic titles, etc.), company contact information, date of birth, additional phone numbers, credit card information (this information is stored exclusively by the payment service provider), and your vehicle license plate number and a personal vehicle name. You can also provide information on your interests and preferences and your desired contact channels. Please note that this information is not required in order to register, and that it is entirely up to you to decide whether you wish to communicate this information to us.

##### **4.2 Porsche Digital Service Infrastructure: data processing after registration**

If you have selected an authorized dealer within the scope of registration and have given your consent, this dealer can access your data stored with Porsche Connect in order to be able to provide you with interest-driven individual care, conduct surveys regarding your satisfaction, and send you information regarding vehicles or vehicle-related services. The legal basis for the processing of your data in this context is your consent.

#### **5. Handling of payment information**

To process payments for paid offers within the framework of My Porsche and Porsche Connect, we use a payment service provider assigned by us. For this purpose, we process your credit card details and the respective payment information. Management of your credit card information as well as the processing of payments is carried out via systems of the payment service provider on behalf of Porsche Japan K.K. If you enter your credit card information, this is done directly via an input field of the payment service provider, who stores this information independently, encrypted on your end device. The encrypted information is then transferred in connection with Porsche/from us to the payment service provider, where it is stored and used for your payment. The legal basis for processing is fulfillment of the contract.

#### **6. Disclosure of data**

We disclose your personal data to third parties only if this is necessary in order to provide the respective Porsche Digital Service offering or is otherwise allowed by law, or if we have your consent to do so.

We occasionally rely on affiliates of Porsche AG, third-party companies, and external service providers with which we have contracts in place to perform the services, for example in the areas of technical infrastructure and service/maintenance for the offerings of Porsche Japan, the provision of content, transmission of advertisements (only to the extent that you have given your express consent thereto beforehand), customer service, and processing of payments. In cases like these, information is disclosed to these companies and/or individuals in order to enable them to engage in further processing. We select these external service providers carefully and review them regularly to ensure that your privacy remains protected. The service providers are permitted to use the data exclusively for the purposes stipulated by us.

#### **7. Service from the Contact Center**

You have the option of receiving support from our Contact Center when using the Porsche Digital Service Infrastructure. You can use this option to make changes in your personal customer information, request online services, and, where applicable, have further services performed by our telephone Contact Center, for example. To this end, you are required to provide your Porsche ID to the

Contact Center. After you have identified yourself by providing your Porsche ID or other security features, the Contact Center will access your Porsche ID or My Porsche user account directly and make the desired changes/performance the desired activities there on your behalf. The employees of the Contact Center will only perform the tasks you explicitly request. Furthermore, the Contact Center may actively contact you by phone/text message/e-mail/instant messaging as needed, provided that you have consented to be contacted via the relevant channels, in order to assist you with registration and with activating and using the services.

The legal basis for the processing of your data by the Contact Center is contractual fulfillment.

## **8. Erasure of your data**

If you delete your Porsche ID user account, your My Porsche profile will be deleted as well. To the extent that data must be stored for legal reasons, these data will be blocked (termed "restriction of processing"). The data will then no longer be available for further use, particularly for the use of services. The functionality of the services may be restricted or eliminated by this. My Porsche will then also no longer be available to you. To the extent that further responsible parties within the Porsche Group and its sales and distribution organization process personal data on their own responsibility, the processing of such data will not be affected by this. To the extent that data have been exchanged with a dealer chosen by you based on your consent, we will inform the dealer of the deletion of your Porsche ID user account.

## **9. Rights of data subjects**

As the subject of data processing, you have numerous rights. Specifically:

**Right to information:** You have the right to receive information regarding the data we store regarding you personally.

**Right of correction, suspension and erasure:** You can demand that we correct incorrect data and, to the extent that the legal prerequisites for this are met, complete incomplete data, suspend use of your data, or erase your data. To the extent that statutory storage obligations conflict with the erasure of data, the processing thereof will be restricted (see below).

**Restriction of processing:** You can demand that we restrict the processing of your data, to the extent that the legal prerequisites for this are met.

## **10. Data security**

We provide for all necessary technical and organizational measures, in accordance with the state of the art, in order to ensure a level of protection appropriate to the risk in compliance with the applicable statutory requirements.

## **11. Links to other websites**

Websites of other providers that are linked to from this website were and are designed and provided by third parties. We have no influence over the design, content, or functionality of these linked websites. We expressly distance ourselves from all content of all linked websites. Please note that the third-party websites linked to from this website may install cookies of their own on your end device and/or collect personal data. We have no influence over this. Please contact the providers of these linked websites directly as appropriate for information in this regard.

Last updated: 7 June, 2018

## **Specific Data Protection and Privacy Statement My Porsche Services and Porsche Connect Services**

In My Porsche or the Porsche Connect store, you can request My Porsche services or Porsche Connect services and activate service licenses. To do this, you must be registered with My Porsche and have a Porsche ID user account. You can use and manage My Porsche services and Porsche Connect services, depending on the service, via the Porsche Connect app, the Porsche Car Connect app, My Porsche and, to the extent available for your vehicle, in your vehicle via wireless network connection.

### **1. Requesting and activating services**

You can request individual or multiple My Porsche services and Porsche Connect services and activate service licenses. When you select the respective service or service package, you can also view the specific information on the collection, processing, and use of data within the scope of the service in question under the product descriptions for the individual services. To perform and fulfill a request and the contractual relationship with you that is associated with it, we process and use not only the relevant request information, but also your personal data that were collected upon registration. You can change your billing address before the request process is complete. In this case, we will use this address information that you have provided for billing and invoice processing purposes.

To process payments for paid offers within the framework of My Porsche and Porsche Connect, we use a payment service provider assigned by us. For this purpose, we process your credit card details and the respective payment information. Management of your credit card information as well as the processing of payments is carried out via systems of the payment service provider on behalf of Porsche Japan K.K. If you enter your credit card information, this is done directly via an input field of the payment service provider, who stores this information independently, encrypted on your end device. The encrypted information is then transferred in connection with Porsche/from us to the payment service provider, where it is stored and used for your payment. The legal basis for processing is fulfillment of the contract.

After the request process is complete, you can activate the services. When you do this, the authorization for use will be stored by the system, and the list of available services will be updated accordingly.

We perform all of the data processing described in this section in order to fulfill our contract with you.

### **2. Use of the My Porsche services and Porsche Connect services**

You can use the My Porsche services and Porsche Connect services that have been requested, depending on the service, in your vehicle (to the extent available for your vehicle) via wireless network connection or via further end devices in My Porsche, your Porsche Connect app, and the Porsche Car Connect app and, where applicable, also from multiple or all access points. To this end, your vehicle or the respective end device will connect to the Porsche Digital Service Infrastructure.

If you use the online services requested via My Porsche or the Porsche Connect store in your vehicle or on further end devices, we will process personal data of yours for purposes of enabling the use of the online services, for support purposes, and for further specifically defined purposes. Unless otherwise noted, we collect, process, and use your personal data only within the scope

necessary to enable the use of the respective My Porsche service or Porsche Connect service.

During use of the individual My Porsche services or Porsche Connect services, the following categories of personal data are processed, depending on how the specific service works, in order to provide you with the services in this context and to implement and fulfill the associated contractual relationship with you. The legal basis in each case is contract fulfillment.

- a) Identification information, such as the vehicle information number, your Porsche ID, and device and system IDs of your end devices and mobile radio modules that are needed in order to identify you personally or to identify your end device or vehicle to establish connections, for the use of services, or for access to content.
- b) Authorization information that includes the fact that the vehicle or the relevant end device has been activated for the respective Porsche Connect service and that can be associated with your registration data from the Porsche Digital Service Infrastructure.
- c) Login information that is needed when you wish to use services of other providers that require a login in your vehicle or on further end devices.
- d) Communication information that is necessary in order to establish a connection between your vehicle and/or other end devices and our servers or with the servers of third-party providers of content for Porsche Connect services.
- e) Location and movement information that is necessary in order to display location-related content in the vehicle.
- f) Voice data that enable voice control and voice entries in certain Porsche Connect services. Voice data are transferred to us from the vehicle or an end device in recording form for the purpose of conversion to text. The text that is then generated by a service provider is transferred back to the vehicle, and the recording is subsequently deleted at our end.
- g) Contact information that is used in communication services, for example to send an e-mail or text message.
- h) Further content that must be exchanged with us or with service providers in order to be able to perform a service for you.

For detailed information on which data are collected and processed within the scope of which online service, please see the relevant online service descriptions at <https://connect-store.porsche.com/jp/en/>.

### **3. Use of services of a third-party provider**

If you use services of third-party providers that you cannot request via My Porsche or the Porsche Connect store, content from these services may be displayed in your vehicle or on your end device, and information may be exchanged between your vehicle or end device and the service provider. By linking a mobile end device with your vehicle, content will only be reflected in your vehicle's built-in infotainment system (Porsche Communication Management, or PCM). We do not access these services of third-party providers, nor do we take note of any content. Therefore, please note the relevant data protection and privacy information provided by the third-party provider.

When you use such third-party services, it is possible that personal data will also be used beyond the scope necessary to perform the service and for the proper functioning of the service.

We have no influence over the processing of data by these third-party providers or over the location of data processing. Therefore, please consult the relevant third-party providers for information on the nature, scope, and purpose of the collection and use of personal data with regard to the respective online service.

We perform all of the data processing described in this section, namely the transfer to the third-party provider, in order to fulfill our contract with you.

#### **4. Special notes on using the Porsche Connect services in the vehicle**

The PCM built into your vehicle and the mobile interface for vehicle-related services (“Connected Gateway,” or cGW) may, to the extent available for your vehicle, be connected with the Porsche Digital Service Infrastructure via wireless network connections. They enable you to use Porsche Connect services that you have requested via our Porsche Connect store, along with using third-party services that you have requested elsewhere, independent of our offerings, in your vehicle.

##### 4.1. Connectivity

Depending on the features of your vehicle, connectivity can be established by dialing into the vehicle interfaces via a Wi-Fi connection provided by an external device or via the wireless network module of your vehicle’s PCM. Depending on the features of your vehicle, the wireless network module of your vehicle’s PCM may have an installed or pre-installed insertable SIM card or a permanently installed SIM card.

Unless expressly noted otherwise, we perform all of the data processing described in this section to fulfill our contract with you.

##### 4.1.1 Definitions

- a) **Installed insertable SIM card**  
Depending on the features of your vehicle, you can establish connectivity in your vehicle yourself by way of a SIM card that you install in the vehicle and that you have received from your respective wireless network provider (“installed insertable SIM card”). Your respective wireless network provider is responsible for your own installed insertable SIM card and the data-processing processes associated with it. Please contact your respective wireless network provider for information on the nature, scope, and purpose of the collection, processing, and use of data and on data security during signal transmission.
- b) **Pre-installed insertable SIM card**  
Depending on the features of your vehicle, connectivity can be provided by an insertable SIM card that the manufacturer has already pre-installed for you (“pre-installed insertable SIM card”). For more information on country availability, please see <https://connect-store.porsche.com/jp/en/>.
- c) **Permanently installed SIM card**  
Depending on the features of your vehicle, connectivity can be established by a SIM card that has already been installed directly in your vehicle by the manufacturer and that is not replaceable (“permanently installed SIM card”). A permanently installed SIM card cannot be removed manually to stop connectivity. For information on responsibilities for the data-processing processes in connection with the permanently installed SIM card, please see Sec. 4.1.3 below.
- d) **Network operator and virtual network operator**  
The (telecommunication) “network operator” operates a telecommunication network and provides the respective participants with access to this network. The “virtual network operator” puts together individual network solutions based on the infrastructures and technologies

of various network operators without possessing a network infrastructure of its own.

##### 4.1.2 Data storage during vehicle production

If your Porsche vehicle is equipped with a pre-installed insertable SIM card or a permanently installed SIM card, we store the SIM card numbers (ICCID, IMSI, MSISDN), in conjunction with the respective device and vehicle identification number, during the vehicle production process. This data storage takes place for the purpose of managing SIM card numbers and to match the vehicle with a SIM card number in the event that government agencies request information from Porsche Japan, for example.

##### 4.1.3 Data exchange in the case of permanently installed SIM cards

Wireless network modules in Porsche vehicles with permanently installed SIM cards that are active dial in, where available, to wireless networks of the respective network operator – regardless of whether you are registered for Porsche Connect or have requested Porsche Connect services. Telecommunication data (data collected, processed, and used based on the provision of the telecommunication service or to establish connectivity) may be exchanged for the purpose of the wireless network connection or to establish connectivity and, where applicable, to perform the relevant online functions of the Porsche Connect services you have requested in your vehicle via the wireless networks of the respective network operator, e.g. with wireless cells.

Within the scope of the wireless network connection, it is not impossible that when signals are transmitted via public telecommunication networks outside your vehicle, third parties, especially network operators, can access certain information and potentially determine your location. In addition to the respective network operator, virtual network operators may also have access to this information in the process.

Provision of connectivity via permanently installed SIM cards takes place through the following virtual network operator:

- CUBIC Telecom, Cubic Telecom Limited, Corrig Court, Corrig Rd, Sandyford Industrial Estate, Dublin 18, Ireland.
- Vodafone GmbH, Ferdinand-Braun-Platz 1, 40549 Düsseldorf, Germany.

Please contact the virtual network operator for information on the nature, scope, and purpose of the collection, processing, and use of data and on data security during signal transmission.

##### 4.1.4 Data processing within the scope of telecommunication services

We collect, process, and use your inventory data (such as your name, address, and date of birth) that are collected during registration for My Porsche or the Porsche Connect store or indicated when you request a telecommunication service in My Porsche or the Porsche Connect store to establish, amend, or terminate a contractual relationship regarding telecommunication services or to design the content thereof. The aforementioned data are stored for these purposes until the end of the calendar year following termination of the contractual relationship at the latest.

Traffic data generated within the scope of the activity of the wireless network connections (such as the start and end of the respective connection), location data on the mobile connection, the end points of the connection and dynamic IP addresses, are not collected, processed, or used within the Porsche Digital Service Infrastructure, with the exception of SIM card and device numbers and the volume of data used. Please contact the respective network operator for information on the nature, scope, and purpose of its collection, processing, and use of data.

##### 4.1.5 Data processing within the scope of further connectivity services

If you request or have requested expanded connectivity services, such as Wi-Fi packages, activation and deactivation information is exchanged between our system, your vehicle’s wireless network interface, and the virtual network operator for the purpose of

activating and deactivating the data packages of the permanently installed SIM card in Porsche vehicles.

To manage the pre-installed insertable SIM cards and permanently installed SIM cards in Porsche vehicles and to calculate the volume of data available to you and the volume of data used within the scope of any data package you may have requested, the vehicle identification number, your SIM card numbers, the associated SIM card status and, where applicable, the volume of data used and remaining in the respective period are additionally exchanged between our system, your vehicle's wireless network interface, and the virtual network operator and stored by us for the duration of the respective contractual relationship. We also store the aforementioned data for a period of 12 months as a basis for generating anonymized use reports.

**4.1.6 Further data processing due to legal obligations**  
Beyond the data processing described in Sec. 4.1.3 through 4.1.5 above, we collect, process, and use telecommunication data (data that are collected, processed, and used based on the provision of the telecommunication service and/or to establish connectivity) only based on and in compliance with applicable legal obligations that apply to us – for example, to fulfill our statutory obligations to store personal data for, and release personal data to, security and law enforcement agencies.

The legal basis for the processing of your data is the fulfillment of a legal obligation that applies to us and/or our legitimate interest in complying with statutory requirements.

#### 4.2. Setting up a vehicle and establishing a vehicle connection

To be able to use services in your vehicle, your vehicle must be stored in your Porsche ID user account. To this end, you need to enter the vehicle identification number in My Porsche or have this done by your authorized dealer. We will process your vehicle identification number for purposes of verification, to establish a vehicle connection and to match it up within the scope of use of the services, to activate and provide services, and for further purposes defined and explained in detail in the relevant locations. To ensure that you can connect your vehicle to the Porsche Digital Service Infrastructure, our system creates and stores a "pairing code" that is displayed to you in My Porsche.

For verification purposes, you will also have to upload a copy of an identification document and proof of ownership and – if you are not the owner of the vehicle – a power of attorney from the vehicle owner after entering your vehicle identification number or present these items to your authorized dealer. These documents will be reviewed based on our verification criteria. As proof of successful verification, we will also store the names, dates of birth, places of birth, addresses, and validity information of the documents shown in the respective identification documents and the vehicle identification numbers, owner names, and addresses shown in the ownership documentation. After the verification process is complete, the copies of the documents will be deleted.

After your vehicle has been matched with your Porsche ID for the first time or a subsequent time, the vehicle must be connected to the Porsche Digital Service Infrastructure. To do this, enter the "pairing code" shown in My Porsche in your vehicle's PCM. In response, your vehicle's PCM will first use the pairing code and vehicle identification number to log into our system. We need this information to be able to associate your vehicle with your Porsche ID user account during use, meaning, for example, when a service is accessed, and check whether it is authorized to use services. Once a successful match has been made, our system will transfer a list of currently available services to your vehicle's PCM. To use services that are especially critical to safety and security, you will have to enter a separate four-digit PIN. You can set up your personal PIN in My Porsche and change it there at any time. The

PIN is stored with encryption. When you enter the PIN in your vehicle, it is also encrypted and transmitted to our system for the purpose of checking authorization.

We process your data to fulfill our contract with you.

#### 4.3 Retrieving the list of available services and accessing services

Each time you start or end a trip, and when you select certain services, your vehicle's PCM will first use the vehicle identification number to log into the Porsche Digital Service Infrastructure. We need this information to be able to associate your vehicle with your Porsche ID user account and check whether it is authorized to use services. When you log in to start and end a trip, a current list of available services will also be transmitted to your vehicle's PCM. We process your data to fulfill our contract with you.

As a data basis for generating anonymized usage statistics, we store and use the retrieval of the list of available services and the respective service access in connection with your vehicle identification number and a time stamp for a period of 30 days. The legal basis for the processing of your data is our legitimate interest in an anonymized analysis of use behavior.

#### 4.4 Deactivating services and data exchange

Depending on the type of wireless network connection, the features of your vehicle, and the services that have been activated, the vehicle's exchange of data can be deactivated in whole or in part by

- a) removing the SIM card or disconnecting your end device, if the wireless network connection is established via an installed or pre-installed insertable SIM card or a Wi-Fi connection; or
- b) adjusting the settings accordingly in the options menu of your vehicle's PCM. Individual services may not function in full or at all if this is done.

By deactivating the PCM wireless module in the system settings, vehicle occupants can deactivate the data exchange performed by your vehicle's PCM via the wireless network connection.

By activating "private mode," vehicle occupants can deactivate the data exchange of the Connected Gateway and the associated processing of your personal data. This prevents the use of vehicle-related services and access to the vehicle and vehicle-related information (such as the vehicle's location, for example). Deactivation does not apply, in particular, to functions and services that are required by law, such as the traffic emergency call system "SOS-Call" and other emergency call systems.

To be able to provide these services in the individual case, it may be necessary, to the extent that your vehicle has these services, for the Connected Gateway to maintain a wireless network connection with wireless cells of the respective wireless network operator despite the activation of private mode (with regard to the exchange of data within the scope of connectivity, please see Sec. 4.1) and, in individual cases, to exchange data via the wireless network connection as specified in the relevant service description at [www.porsche.com/connect](http://www.porsche.com/connect). Services that cannot be deactivated are marked as such in the options menu under "private mode."

#### 4.5 Use of the online services by unregistered drivers

If other people use your vehicle [or] your vehicle's PCM, the data mentioned in Sec. 2 a) through h) hereof may be collected, processed, and used. To the extent that the other person does not have a Porsche ID user account of his/her own, this information will be collected and stored under your Porsche ID user account. In this case, it is not possible for us to identify this other driver, as we lack identification information.

## **5. Rights of data subjects**

As the subject of data processing, you have numerous rights. Please see Sec. 9 of the General Data Protection and Privacy Statement for My Porsche and the Porsche Connect Store for information on this.

## **6. Amendments to this data protection and privacy statement**

We reserve the right to amend this data protection and privacy statement. The current version of the data protection and privacy statement can always be accessed at <https://connect-store.porsche.com/jp/en/t/privacy>.

Last updated: 12 December, 2018

## Porsche Connect Cookie Policy

### What are cookies?

To offer you a full range of functions when you visit our website, recognize your preferences, and make the use of our Web pages more comfortable and convenient, we use “cookies.” Cookies are small files that are stored on your device using your Internet browser.

### Your options

By using our website, you agree to the use of cookies and to cookies being stored on your computer. You can also view our website without cookies, of course. If you do not wish cookies to be stored on your computer, you can deactivate the relevant option in your browser’s system settings. You can delete stored cookies in your browser’s system settings at any time. If you do not accept any cookies, however, this may restrict the functionality of our offerings.

### Categories of cookies

We use cookies for different purposes and with different functions. We distinguish in this regard according to whether the cookie is absolutely necessary in technical terms (technical necessity), how long it is stored and used (storage duration), and whether it has been stored by our website itself or by third parties, and which provider has placed the cookie on your computer (cookie provider).

#### Technical necessity

Cookies that are absolutely necessary in technical terms: We use certain cookies because they are absolutely necessary in order for the website and its functions to work properly. These cookies are automatically placed on your computer when you access the website or a certain function, unless you have set your browser to reject cookies.

Cookies that are not absolutely necessary in technical terms: By contrast, cookies that are not absolutely necessary are placed on your computer to do things like improve the convenience and performance of our website or save certain settings that you have made. We also use cookies that are not absolutely necessary in technical terms to determine information [on the] frequency of use of certain areas of our website so that we can gear it toward your needs and requirements on a more targeted basis in the future. We do not store any cookies that are not absolutely necessary in technical terms unless and until you have confirmed, by clicking

the relevant field, that you have taken note of our cookie notice and will continue to use our website.

#### Storage duration

Session cookies: Most cookies are only needed for the duration of your current website and My Porsche visit or your session, and they are erased or become invalid as soon as you leave our website or your current session expires (termed “session cookies”). Session cookies are used, for example, to retain certain information, such as your Porsche login or shopping cart, during your session.

Permanent cookies: Only in isolated cases are cookies stored for a longer period. This is done, for example, to recognize you when you access our site again at a later time and to be able to access saved settings. This allows you to do things like access our pages faster or with greater convenience, or it eliminates the need for you to set certain options, such as your chosen language, over again. Permanent cookies are automatically deleted after a predefined period when you visit the page or domain from which the cookie was placed on your computer.

Flow cookies: These cookies are used for communication among various internal Porsche servers. They are placed on your computer at the start of a user interaction and deleted after the end of the interaction. Flow cookies are given a unique identification number during the interaction, but this number does not permit any conclusions to be drawn regarding the actual customer or user.

#### Cookie providers

Provider cookies: Cookies are typically placed by the operator of our website, which is commissioned by us, itself when a person visits our website.

Third-party cookies: “Third-party cookies,” by contrast, are stored and used by other bodies or websites, for example by providers of Web analytics tools. For further information on Web analytics tools and measurement of reach, please see the rest of this cookie policy. External providers may also use cookies to display advertising or to integrate content from social networks, such as social plugins.

### Specifically, the following cookies may be stored when you visit our website:

Cookie name	Technically necessary?	Storage duration	Cookie provider	Purpose
CIAM.s	Yes	Flow cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary in order to check whether the user’s browser supports cookies.
CIAM.m	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary for user authentication.
CIAM.h	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to store the user’s session and login in My Porsche.
CIAM.status	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to monitor the status of the user’s session in My Porsche.

pcc.cookieAcceptance	Yes	Permanent cookie (storage duration: one year)	Dr. Ing. h.c. F. Porsche AG	This cookie stores the user's decision whether cookies can be stored in his/her browser on the browser side.
nonce.*	Yes	Flow cookie	Dr. Ing. h.c. F. Porsche AG	This cookie stores the user's decision whether cookies can be stored in his/her browser temporarily on the server side.
PF	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary for internal user authentication between different Porsche servers.
CIAM.pcc	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to store the user session and login in My Porsche.
f5_cspm	Yes	Session cookie	Dr. Ing. h.c. F. Porsche AG	This cookie is necessary to redirect the user to a proxy server through the load balancer.
_utma	No	Permanent cookie (storage duration: two years)	Google	This cookie stores the number of visits by a user for Google Analytics.
_utmt	No	Session cookie	Google	This cookie stores the query type of the user's access for Google Analytics. A distinction is made between events, transactions, and items.
_utmb	No	Session cookie	Google	This cookie stores the duration of a user session for Google Analytics.
_utmz	No	Session cookie	Google	This cookie stores the referring page from which the user reached My Porsche for Google Analytics.
_utmv	No	Session cookie	Google	This cookie aggregates stored data for Google Analytics so that they can be displayed by Porsche AG in individual, anonymized reports.

#### Use of cookies for Web analytics and reach measurement

We use Google Analytics, a Web analytics service of Google Inc. ("Google"). Google Analytics uses cookies to identify the frequency of use of certain areas of our website and to identify preferences. The information regarding your use of this website that is generated by the cookie (including your truncated IP address) is transferred to a Google server in the United States and stored there. Google will use this information to analyze your use of the website, compile reports on website activity for us, and perform further services associated with website use and Internet use. Google may also transmit this information to third parties where required by law or to the extent that third parties process these data on behalf of Google.

**You can deactivate Google Analytics using a browser add-on if you do not wish the website analysis to take place.**

#### You can download the add-on here:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

This add-on stores "opt-out" information on your device that serves to match up your deactivation of Google Analytics. Please note that this kind of "opt out" only leads to the deactivation of Google Analytics for the device and browser from which the opt out was activated. In addition, you may need to reactivate it if you delete cookies from your device.

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